

8 September 1958

MEMORANDUM FOR: DDI

SUBJECT : Propaganda Analysis

The IAC's current interest in propaganda analysis gives us a new opportunity to press for a more systematic effort in this field.

As I mentioned to you, General Walsh raised the subject at a recent IAC meeting, citing a report prepared at Chapel Hill saying Chicom propaganda re the Straits was very reminiscent of that before Korea. None of IAC members knew what was being done in this field; even DCI didn't know FBID has an Analysis shop which, while small, is probably the biggest in Washington devoted exclusively to propanal.

The upshot was that Abbot Smith volunteered to write up a brief screed for IAC on subject, which is now ready for IAC. He is determined not to get heavily involved in this subject, recalling the injured amour propre of IRA and OCI last time this subject was raised.

I have no such inhibitions, having urged all and sundry for ten years that more ought to be done in this field. In fact Bill Tidwell and I started trying to drum up more interest in it back in 1948 when the first RAND report on the subject appeared. We have never been under any illusions that "content analysis" (the gobbledygook term for systematic propaganda analysis done by people who are primarily propaganda specialists rather than regular analysts) was a secret weapon; however, we felt that it was a proven legitimate intelligence technique deserving of more emphasis as a supplement to our regular work. Though OO is the logical place to do it because of FBID and FDD control over the raw material, it has been timid about trespassing too far beyond collection, particularly in view of the antagonism of IRA.

I rehearse this history solely because the upcoming IAC discussion may provide another chance to get some motion in this field. We have never gotten the subject this high up before, judging by even DCI's ignorance. I understand that AF at least and perhaps others of the military might back modest beefing up of OO's operation. USIA would be another good customer. While I'll avoid going over the pros and cons of an independent operation, or of whether everybody isn't already doing all that can be done, the attached old memos might merit a scan.

*Orig / ad - DD,*

R. W. KOMER

*1cc - WAT*

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*2. - DD, (JSC)*